

ABSTRACT

This study aims to analyze the influence of Halal Labels, Price, Influencer Testimonials, Social Media Promotion, and Eco-Friendly Awareness on the Purchase Decisions of Kopi Kenangan products among university students in the Greater Jakarta area (Jabodetabek). The background of this research is based on the increasing coffee consumption in Indonesia, driven by urban and digital lifestyle trends, as well as the growing significance of religious values and environmental awareness in modern consumer behavior. A quantitative approach was employed using a survey method by distributing questionnaires to students from various universities in the Jabodetabek region, with a total of 474 respondents. Data were analyzed using Structural Equation Modeling – Partial Least Squares (SEM-PLS) to examine the relationships among research variables, assisted by the SmartPLS application. The results show that Halal Labels, Price, Influencer Testimonials, Social Media Promotion, and Eco-Friendly Awareness have a positive and significant effect on Purchase Decisions for Kopi Kenangan products. Collectively, these five variables explain a substantial proportion of the variance in purchase decisions. These findings indicate that students, as consumers, consider not only economic and digital promotion factors but also Islamic values and environmental sustainability when making consumption choices. From an Islamic economic perspective, the results affirm that purchase decisions should reflect the principles of halal and thayyiban, fair pricing, and environmental stewardship. This research provides theoretical implications for the development of sharia-based consumer behavior literature and practical implications for businesses in designing ethical and sustainable marketing strategies.

Keywords: *Halal Label, Price, Influencer Testimony, Social Media Promotion, Eco-Friendly Awareness, Purchase Decision, Islamic Economics.*

